

ENABLING CONTACT CENTER INSIGHTS WITH MACHINE LEARNING



- Provide enhanced customer experience with insights from machine learning
- Manage customer complaints by organizing and analyzing customers feedback and complaints more efficiently

CHAT BOT

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USE CASES



Financial organizations receive questions and complaints from customers regarding their products and services, via various channels (i.e. calls, chats). Common challenges include:

- Multi-channel contact: Customer issues and complaints come in a variety of means and formats, including voice and text
- Understanding entities, relationships and patterns in this data can be difficult and depends on costly human interpretation and effort

UNIQUE CHALLENGES



- Identify the intents, entities, and sentiment in customer contact data
- Find additional insights and relationships in the data that would be hard to find manually
- Review and prioritize complaints for remediation
- Ensure consistent categorization of complaints

EXPECTED BENEFITS



- Improved customer experience and reduced contact time: help customer quickly find the right answer for question or issue, and avoid a complaint being raised
- Provide an analytical view of complaints and issues that allows for insights mining and effective complaint management